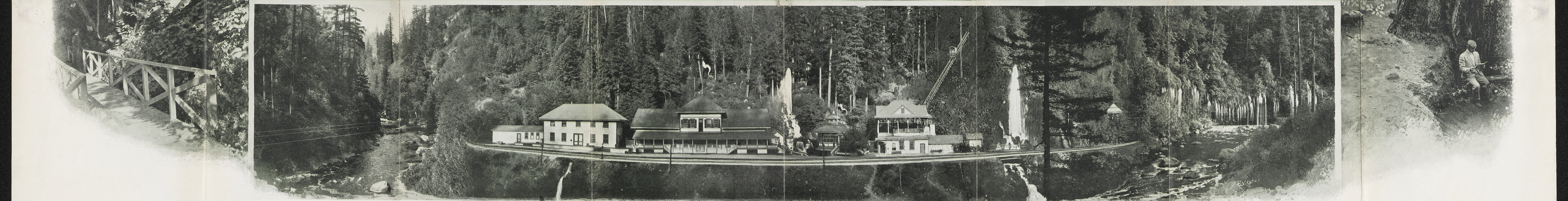


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SHASTA SPRINGS CALIFORNIA





Upper View: Shasta Springs Hotel, Cottage System and Grounds

Lower View: Shasta Springs

Kiosk and Drinking Fountain Station

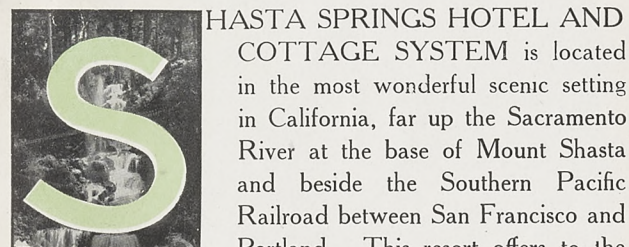
Scenic Railway which Conveys Guests from the Station to the Hotel on the Plateau

Oxone Springs and Falls

Mossbrae Falls



ARRIVAL AT SHASTA SPRINGS STATION



lover of nature, a site unexcelled, and to the holiday maker and traveler, a beautiful and luxurious resting place.

Mount Shasta

The two great mountain ranges that on the east and west bound the Sacramento Valley, curve toward each other at the north and come together in that pillar of the firmament, Mount Shasta, at whose foot rises the river from which the famed valley derives its name.

In the rosy dawn, or in the golden midday, or when the sinking sun throws a crimson glow on the transcendent white crest; or yet, again, when the dome of snow reflects the sheen of the silver arrows of the moon, Mount Shasta is always an enchanting, enravishing, incomparable sight.



DRINKING SHASTA WATER AT SHASTA SPRINGS

Delightful Climate

At Shasta Springs the climate is delightful, affording the benefit of an invigorating altitude, and that best of tonics, pure air. The celebrated Shasta Water, of which these springs are the fountain-head, gushes up here out of the earth.

Hotel and Cottage System

The Hotel and Cottage System is situated on a grand plateau, from which the view on every side is one to which no pen-picture, however enthusiastic the writer, can do adequate justice.

Every room is lighted by electricity and provided with running water, hot and cold. Rooms may be had with or without private bath; and, conveniently located, is a great central bath-house where tub and shower baths may be enjoyed under the most agreeable conditions.

A scenic railway, starting from the picturesque station, conveys the visitor up an inclined plane through the pine woods and beside magnificent cascades. It affords a matchless panorama of hills, forests, streams and waterfalls, all presided over, as it were, by Shasta, the monarch of mountains, and brings him to the very door of the hotel on the plateau. It is a unique experience and a fitting entrance to the delightful attractions found in abundance at Shasta Springs.



TROUT FISHING AT MOSSBRAE FALLS, SHASTA SPRINGS

Dazzling Electrical Display

The new electric plant furnishes light not only to the hotel and cottage system, but throughout the park and groves and along the Scenic Railway; while on the sinuous trail leading from the depot to the hotel grounds, nightly, effective use is made of a multiplicity of incandescent lights to display the beauties of Glacier Falls. The electric illumination in the evening at Shasta Springs is a dazzling, brilliant sight.

Hunting, Fishing, Amusements

There is fine sport for the angler in the Sacramento River, and the huntsman can find big game within easy reach of the hotel.

Fifty-Mile Automobile Boulevard

In and about Shasta Springs there are many fine drives, and on the hotel grounds is a spacious garage with auto livery service and repair shop at the command of guests.

The new fifty-mile private automobile boulevard to the McCloud River is one of the most beautiful trips in all the world. The road has just been completed and is in perfect condition. The drive includes a close and splendid view of Mount Shasta, and at its extreme end, on the banks of the beautiful McCloud River, views of the palatial summer homes of a number of well-known Californians. The scenery along this splendid boulevard is matchless in its grandeur.



TAKING A DIP AT SHASTA SPRINGS

Golf Links

Shasta Springs combines all the attractions of the best mountain resorts. It offers opportunities for out-door sports, under ideal conditions. Golf, tennis, motoring, horse-back riding. The nine-hole golf links, with velvet grass putting and teeing greens, are studded with magnificent pines and oaks.

Swimming Pool

A concrete swimming pool, 150 feet long, 50 feet wide, and from 4 to 8 feet deep, open to the sky and surrounded by stately pines.

There are well equipped dressing rooms and the usual accessories of a fine bathing establishment.

Stop-Over Privileges

On all classes of Railroad and Sleeping Car tickets there is a stop-over privilege for ten days at Shasta Springs, from June 1st to October 31st.

Arrangements for Pullman accommodations may be made at the office of the Shasta Springs Hotel.

For full details address

Shasta Springs Hotel Company
SHASTA SPRINGS - - - CALIFORNIA



FOREST GIANTS AT SHASTA SPRINGS

The Story of Shasta

Do you know how Shasta Water is made? It's Nature-made, you know, not man-made. A mineral water, but different from the rest; it doesn't come up out of the earth's interior.

Shasta Water starts in the sky, in the pure ether high above the crest of Mount Shasta, and that is 14,444 feet above the sea level.

First, this pure air is crystallized with cold and falls in flakes of snow on the gray rocks of Shasta's summit, where the air is so rare it is hard to breathe. No dust, nothing but the purity of the great and solitary altitudes.

Now, what happens! As the sun shines and releases the frozen particles of atmosphere, the crystals of ether, they enter another thralldom and sinking through the rocks, slowly, now, liquefied, transmuted to water, obey the inexorable law of that element and sink, sink down through the mountain's heart to find the universal level.

Down through subterranean channels they percolate, by hidden treasures of minerals, through iron, through magnesia, lime and sulphur, perhaps through gold bearing strata; always filtering down, mile after mile; gathering tonic forces from the beds of mineral, being charged with the chemical forces of Nature's laboratory, here and there breaking through the earth crust in sparkling falls, but keeping from final release until the level of the swiftly flowing Sacramento River is reached at Shasta Springs.



MOUNT SHASTA AS SEEN FROM SHASTA SPRINGS

Here, the term of imprisonment is ended—through fissures the sparkling, living waters see the sky, their birth-place, once more and leap high into air to greet it, in dazzling, gleaming columns of purest water, surcharged with vigor, bubbling with health, filtered through many miles of subterranean mountain.

Years ago, man found their value long ere the importance of pure waters for health and longevity was realized.

The Indian drank, but could not transport his "medicine" waters from Shasta Springs. To-day, the waters, as they come from the springs, are placed direct in tank cars lined with block tin and shipped direct to the bottling works—piped from the car to the charging tanks and there divided into bottles and siphons to suit the multitude.

So the mountain comes to the market. Shasta service is direct—Shasta Water purer than any—from the snow line to the sideboard, from glacier to glass; it comes crystal clear, invigorating, absolutely healthful.

This is not a story of what other waters are not, but of what Shasta Water is. Can you imagine anything purer?

SHASTA WATER COMPANY
Sixth and Brannan Streets
SAN FRANCISCO CALIFORNIA

SHASTA SPRINGS CALIFORNIA

